

## Vending Strategies to Promote Healthful Beverages and Snacks

### Healthful Beverages:

In order to promote healthful beverage consumption in students, try the following strategies:

1. **Signage:** Ask your vendor to place signs depicting healthy beverages such as water and 100% juice on the outside of the vending machines.
2. **Placement:** Ask your vendor to have the healthful beverages located at the top or at least at or above eye level in the vending machines.
3. **Relative Availability:** To increase the availability of healthful beverages, make sure the machines include at least half of the slots with water, and 100% - 50% juices. Sports drinks may be beneficial to students after they have exercised for one hour or more as they help replenish the body with sugar and electrolytes. Therefore, consider placement of the sport drinks in machines located near locker rooms or gymnasiums.
4. **Pricing:** To better market healthful beverages to students, consider lowering the price of water and 100% juices in the machines. Students often go for the cheapest item. Schools that have tried this tactic around the nation have found it to be a very effective marketing strategy.
5. **Alternative Healthful Options:** If available and able to sell in machines, include low fat or reduced fat milk and vegetable juices.
6. **Portion Sizes:** If sweetened beverages are sold, preferable portion size is 12 ounces or less. There is approximately 150 calories in a regular sweetened beverage and about 10 teaspoons of sugar.

### Healthful Snacks:

In order to promote healthful snacks selection by students, try the following strategies:

1. **Placement:** Place the healthful items at eye level or in front of the machine so they are easy to locate.
2. **Relative Availability:** To increase the availability of healthful snacks, make sure the machine includes at least half of the selections that are considered healthful. For example, does the machine have nuts, seeds, trail mix, nut mix, baked crackers or chips, dried fruits, pretzels, granola bars, whole-grain fruit bars, beef or buffalo jerky, corn nuts, low-fat pudding, animal crackers, graham crackers, peanut butter and crackers. If it is refrigerated vending machine, does it include string cheese, yogurt, 1% or skim milk?
3. **Portion Size:** In order to promote moderation and reasonable caloric control, limit portion sizes to small to medium (2 ounces or less) size portions and 200 calories per snack. Determine from the Nutrition Facts label the number of calories from the snack.
4. **Pricing:** To better market healthful snacks to students, consider lowering the price of the healthy items.